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MEDIA CONTACTS:

Justin Aclin, Hunter PR
(212) 679-6600 x41-273

Bob Ochsner, Amusement Park PR
(714) 881-2341

Kimberly Fontes, Mondelēz International
(847) 943-5678

**SKYDIVER LUKE AIKINS LANDS
HISTORY-MAKING JUMP FROM 25,000 FEET
-WITH NO PARACHUTE OR WING SUIT- FOR “STRIDE
GUM PRESENTS HEAVEN SENT”**

Available to watch at <http://strideheavensent.tumblr.com/ppv>
through August 6th

LOS ANGELES (July 31, 2016) — This weekend, world-class skydiver Luke Aikins landed safely in the Southern California desert after jumping out of a plane from 25,000 feet with no parachute or wing suit for **STRIDE GUM PRESENTS HEAVEN SENT***. The 42-year-old husband and father was greeted by family and friends who witnessed Aikins accomplish the impossible.

The historic feat was broadcast LIVE on FOX. For those who missed the special, you can view online at <http://strideheavensent.tumblr.com/ppv> through August 6th.

A third-generation skydiver, Aikins has over 18,000 jumps and has performed a variety of skydiving stunts. “I pushed myself further physically and mentally than ever before,” said Aikins. “But I had to prove that it could be done.”

The *Stride Gum* brand from **Mondelēz International, Inc.** sponsored the historic live stunt experience. “Luke is committed to taking risks and pushing the limits,” said Laura Henderson, global head of content & media monetization at Mondelēz International. “He lives out mad intensity, and that’s exactly the kind of partner we want as we launch our new mad-intense *Stride Gum* campaign.”

The event was co-created by Chris Talley of **Precision Food Works** and **Amusement Park Entertainment**’s Jimmy Smith. “Heaven Sent was more than an incredible skydiving feat,” said Smith. “Luke showed everyone watching what you can accomplish when you chase your dreams and have faith.”

**Do not attempt, re-create or re-enact. Professional skydiver with extensive training.*

ABOUT MONDELĒZ INTERNATIONAL

Mondelēz International, Inc. (NASDAQ: MDLZ) is a global snacking powerhouse, with 2015 net revenues of approximately \$30 billion. Creating delicious moments of joy in 165 countries, Mondelēz International is a world leader in biscuits, chocolate, gum, candy and powdered beverages, with billion-dollar brands such as *Oreo*, *LU* and *Nabisco* biscuits; *Cadbury*, *Cadbury Dairy Milk* and *Milka* chocolate; and *Trident* gum. Mondelēz International is a proud member of the Standard and Poor’s 500, NASDAQ 100 and Dow Jones Sustainability Index. Visit www.mondelezinternational.com or follow us on Twitter at www.twitter.com/MDLZ.

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